

Message Text

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PAGE 01 STATE 207334
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FM SECSTATE WASHDC
TO AMEMBASSY PARIS
INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG
AMEMBASSY BONN
AMEMBASSY THE HAGUE
AMEMBASSY ROME
AMEMBASSY BRUSSELS
AMEMBASSY LUXEMBOURG
AMEMBASSY LONDON
AMEMBASSY DUBLIN
AMEMBASSY COPENHAGEN

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E.O. 11652: N/A

TAGS: BEXP, FR

SUBJECT:THIRD QUARTER FY'78 CCP PROGRESS REPORT
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PAGE 02 STATE 207334

REF: (A) PARIS 21943; (B) STATE 137088

1. WCAG MET JULY 26, 1978 TO REVIEW THIRD QUARTER FY'78
CCP WITH REPRESENTATION FROM STATE/EUR, STATE/OCA, USDOC/
ITA, USDOC/USTS, USICA AND TREASURY. IN REVIEWING REFTEL A,
WCAG FOUND INTRODUCTORY PARAGRAPHS ON THE ECONOMIC SETTING

PARTICULARLY USEFUL IN VIEW OF THE ECONOMIC CHANGES THAT OCCURRED DURING THE QUARTER AS A RESULT OF THE GENERAL ELECTIONS AND THE FRENCH GOVERNMENT'S PROGRAMS TO STIMULATE PRIVATE INVESTMENT.

2. WCAG RECEIVED UPDATE FROM USICA REPRESENTATIVE ON THE ROLE OF ICA AS IT RELATES TO THE FY'78 AND FY'79 CCP'S. MOST ACTIVITIES WILL CONTINUE AS IN THE PAST (SEE USIA-CM-106 OF 2/16/78). ICA-PRODUCED NEW PRODUCTS FEATURE IS DISCONTINUED, ICA EXPLORING FRENCH TRANSLATION OF SELECTED NEW PRODUCTS TO GO IN COMMERCIAL NEWS U.S.A. USDOC SETTING UP VTR COLLECTION ON TARGET INDUSTRIES TO REPLACE ICA FILM LOAN LIBRARY INDUSTRIAL FILM COLLECTION.

3. WCAG APPRECIATES POST RESPONDING TO REFTEL B, PARA. 4, OUR INQUIRY ABOUT THE ROLE OF THE CONSULATES. THIS RECORD OF PROSPECT CALLS MADE BY CONSULATES IN HELPFUL TO WCAG IN EVALUATING THE FUTURE ROLE OF THE CONSULATES VIS-A-VIS THE CCP. WCAG PLEASED THAT CONSULATES ARE PROVIDING STRONG SUPPORT TO AMEMBASSY PARIS IN MEETING CCP OBJECTIVES.

4. WCAG CONCERNED THAT SHORTFALL IN TO'S FOR EIPT AND ELECTRONIC COMPONENTS, RATHER THAN BEING JUST A STATISTICAL SHORTFALL, MAY REFLECT WEAKENED MARKET CONDITIONS AND SHOULD PERHAPS BE TAKEN INTO CONSIDERATION
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PAGE 03 STATE 207334

IN ALLOCATING FY'79 PRIORITIES FOR THE TARGET INDUSTRIES. FOR EXAMPLE, IN CAMPAIGN 2, EIPT EQUIPMENT, WHICH IS SLATED TO BE CAMPAIGN 1 IN FY'79, POST IS RECOMMENDING A SUBSTANTIAL REDUCTION IN THE TARGET NUMBER OF TO'S FOR YEAR BECAUSE OF RESULTS TO DATE, WITHOUT GIVING A STRONG RATIONALE. IN OSPE 6, ELECTRONIC, COMPONENTS, WHICH IS COMBINED WITH EIPT, AS CAMPAIGN 1 IN FY'79, COULD THE TO RESULTS INDICATE DIFFICULTIES FOR U.S. PAVILION AT COMPOSANTS?

5. REFTEL A, PARA 7: WCAG DELIGHTED WITH THE RESPONSE TO CONSUMER GOODS CAMPAIGN, AND IS PLEASED THAT POST-NEGOTIATED FY'79 CCP HAS TAKEN THIS SUCCESS INTO ACCOUNT BY STRENGTHENING THIS CAMPAIGN AND GIVING IT A HIGHER PRIORITY IN THE INITIATIVE AREA.

6. WCAG APPRECIATES PARIS A-160 DATED 6/14/78, AND MEMO DATED 5/26/78, WHICH PROVIDE A THOROUGH AND USEFUL REVIEW OF THE PLASTICS INDUSTRY IN FRANCE. THIS WILL ALSO ASSIST OIM IN BUSINESS COUNSELING AND FORWARD EVENT PLANNING.

7. REFTEL A, PARA. 11, OSPE 9 INDICATES NO TO TARGET WAS SET; HOWEVER, FY'78 CCP INDICATES 5 TO'S WERE TARGETED.

8. WCAG IS PLEASED THAT FY-78 CCP APPEARS ON TRACK AT NINE-MONTH MARK, AND COMPLEMENTS POST ON FINE STATUS REPORT. CHRISTOPHER

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